

**NMTA**  
**BOAT SHOW COMMITTEE SPECIAL PROMOTIONS MEETING**  
**August 13, 2025 10:00 A.M.**  
**Teams Meeting**

Present: Sam Bisset  
Elizabeth Bohling  
Greg Dick  
Patrick Harrigan  
Jon Josephson  
Jay Quam  
Jace Romine

NMTA Board: Nick Buck-Niehaus  
Nick Graf  
Mike Kirshenbaum  
Katie Malik  
Paul Zimmer

Guests: Cyril Davis  
Sara Grim  
Peter Klauser  
Molly Mills  
Kelsey Kiczenski  
Molli Moss  
Lisa Samuelson

NMTA Staff: George Harris, President  
Katie McPhail, VP and Boat Show Director  
Wyatt Asbury, Membership Coordinator  
Katie Groseclose, Board & Events Manager  
Karsten McIntosh, Director of Communications

**MINUTES**

**Katie McPhail called the meeting to order at 10:00 am.**

**Welcome & Introductions**

Katie McPhail welcomed the committee and guests. Katie reported that this meeting is to discuss a promotion plan for the 2026 Seattle Boat Show. Katie said the two goals for the meeting are rebranding the Friday Night promotions and to have a plan on media hook for the show.

Katie reported there are seven major purposes of promotion:

- Earn Media & PR
- Increase Show Attendance
- Enhance Showgoer Experience
- Educate Boaters
- Sponsor Value
- Generating Revenue
- Grow Boating

### Overview of Industry Trends

George Harris discussed key assumptions:

1. Boat Show attendance increases boat registration, sales and participation
2. Boat Shows are NMTA's best opportunity to increase boat registrations, sales and participation

George reported MRAA and NMMA are joining together to work on the problem of decreasing boat sales and participation. George reviewed graphs of the registered boats in Washington state and the new boat registration. George said MRAA reported price of new boats has increased by 72% since 2018. George showed a graph of the history of Seattle Boat Show attendance.

### Friday Night Event - Rebrand

Katie McPhail discussed the importance of the Friday night events. She would like to continue special exhibitor pricing to encourage exhibitors to promote "admission and beverage included" to their respective customer lists. Peter Klauser presented Seattle Boat Show After Hours. It is a re-imagined and re-invigorated Friday night event. It would take over the entire show with an immersive light experience throughout the show. Exhibitors would be encouraged to participate with lights in their booth and lights on the boats.

The group discussed different light levels for the different areas of the show. Cyril Davis from Union Marine said he has history with lighting events and suggested adding haze/fog to enhance the experience. There were comments about fire permitting and safety. There was concern that dim lighting would deter serious boat buyers. The committee discussed getting all the exhibitors on board with the promotion

### Media Hook

Peter Klauser discussed the idea of the return on Mama Duck. He said last year we learned a lot with the duck promotion and since the duck was approved so late year, we were unable to fully tie the duck to show with promotion. Peter suggested showing Mama Duck's journey to show, with clues, incentives and prizes leading up to the show. He also discussed the idea of scavenger hunt to find ducks throughout the city to build excitement. Katie McPhail reported we learned a lot with the duck last year and if we were to move forward there are ways to be

more efficient. The committee expressed concerns with duck and discussed different ideas to draw people into the show.

The committee discussed free parking options. The group discussed the difference between free parking at certain times versus free parking the entire show. There was discussion on adding to the price to the ticket to get free tickets.

Molli Moss liked the idea of bringing back a boat giveaway. Unlike other giveaways, the odds of winning are relatively high, it's more on brand than Mama Duck, and it might appeal to people who don't have the means to buy a boat currently.

### Summary

The group leaned towards adding the After Dark promotions to Friday night events but was more hesitant to bring back the Mama Duck promotion. They would like to bring back a boat giveaway in some way and there was mixed reaction on a parking promotion and how to execute a solid parking promotion. The committee asked staff to look more into the actual costs of a parking promotion.

**The meeting was adjourned at 12:20 PM. The next Boat Show Committee meeting will be on Wednesday, September 10 on Microsoft Teams.**